



## **Take Charge of Your Future Challenge**

*Updated 3/28/2012*

### **Overview:**

Hawai'i P-20, Clear Channel Hawai'i, Oceanic Time Warner Cable and other sponsors invite students to participate in the "Take Charge of Your Future" Commercial Script-Writing Challenge.

Students will be encouraged to write a script for a 30 second public service announcement, or PSA, which can be produced for TV and also aired on radio. The script should promote the importance of preparing for college and career in a fun and entertaining way and create a lasting impression in the viewers minds. The script for the commercial must be 30 seconds or less (approximately 60-80 words).

The winning students will receive a new iPad and other prizes, and one winner will have their PSA professionally produced into a commercial to air on various Oceanic Time Warner Cable stations in Hawai'i and recorded and aired on selected Clear Channel Hawai'i or neighbor island radio stations.

### **Who Can Enter:**

Students enrolled full-time in public schools, in grades 6 thru 12, residing in Hawai'i at time of entry whose parents or legal guardians are legal residents of the United States.

### **Contest Details:**

Develop a 30-second public service announcement (PSA) television script that can be developed into a television commercial. The same script will be used for a radio commercial.

### **Judging Criteria:**

- Originality and Creativity – 40%
- Career and College Ready Message – 30%
- Overall appeal and lasting impression – 30%

### **Prizes:**

One set of prizes for grades 6-8, 9-10, 11-12:

- 1<sup>st</sup> Prize: – New iPad
- 2<sup>nd</sup> Prize – Beats by Dr. Dre High Performance headphones
- 3<sup>rd</sup> Prize – iPod shuffle

Grand Prize: One winning script (selected from the first place winners) will be produced into a radio/television PSA to be aired on Oceanic Time Warner Cable stations and Clear Channel Hawai'i or neighbor island radio stations.

**How to Enter:**

- One Entry per person – no duplicate email addresses (required at time of entry)
- Submit a written script online through customized microsite at [gearup.hawaii.edu](http://gearup.hawaii.edu) (available April 1)
- Entry dates: April 1 - 21, 2012

**Contest Sponsors:**

GEAR UP Hawai'i, Clear Channel Hawai'i, Oceanic Time Warner Cable, Leavitt Yamane and Soldner, Hawaiian Tel Federal Credit Union, and Napa Auto Parts.

**More information:**

Please contact: Lesli Yogi, Business and Community Outreach Specialist, Hawai'i P-20,  
Ph: 956-5443 or email: [lyogi@hawaii.edu](mailto:lyogi@hawaii.edu).

# 2012

**CALLING ALL STUDENTS  
ENROLLED FULL-TIME IN  
HAWAI`I PUBLIC SCHOOLS,  
GRADES 6-12!**

**Take Charge  
of Your Future**

**COMMERCIAL SCRIPT  
WRITING CHALLENGE**

Write a 30-second script for a television and radio commercial about why you think it's important to prepare for college and a career for a chance to win a new iPad and other great prizes! Entries must be submitted between April 1 - April 21, 2012. For complete rules and to enter, visit: [gearup.hawaii.edu](http://gearup.hawaii.edu)

1st, 2nd, and 3rd place prizes will be awarded for the following grade categories: 6th-8th grade, 9th-10th grade, and 11th-12th grade.

**Chance to win a new iPad  
and other great prizes!**



LEAVITT YAMANE & SOLDNER

